

## 2000 Command

### Table of Contents

2000	Command .....	1
2100	Unified Command .....	2
2110	Command Representatives .....	2
2110.1	Federal Representative .....	2
2110.2	State Representative .....	2
2110.3	Responsible Party (RP) Representative .....	2
2120	Guidance for Setting Response Objectives .....	2
2130	General Response Priorities .....	2
2200	Safety .....	2
2210	Site Characterization .....	2
2220	Site Safety Plan Development .....	2
2300	Information .....	2
2310	Protocol for Access/Timing of Media Briefings .....	3
2320	Joint Information Center (JIC) .....	4
2330	Media Contacts .....	5
2330.1	Coast Guard Public Affairs .....	5
2330.2	State Public Affairs .....	5
2330.3	Wire Service .....	5
2330.4	Media (Television, Radio, Newspaper) .....	6
2330.41.1	Northern Sector .....	6
2330.41.2	Southern Sector .....	7
2400	Liaison .....	11
2410	Investigators .....	11
2420	Federal/State/Local Trustees .....	11
2430	Agency Reps .....	11
2440	Stakeholders .....	11
2440.1	Environmental .....	11
2440.2	Economic .....	11
2440.3	Political .....	11
2500	Reserved .....	11
2600	Reserved .....	11
2700	Reserved .....	11
2800	Reserved .....	11

## **2100 Unified Command**

Refer to Section 2002 of the [REGIONAL CONTINGENCY PLAN](#).

### **2110 Command Representatives**

Refer to Section 2003 of the [REGIONAL CONTINGENCY PLAN](#).

#### **2110.1 Federal Representative**

Refer to Section 2003 of the [REGIONAL CONTINGENCY PLAN](#).

#### **2110.2 State Representative**

Refer to Section 2003 of the [REGIONAL CONTINGENCY PLAN](#).

#### **2110.3 Responsible Party (RP) Representative**

Refer to Section 2003 of the [REGIONAL CONTINGENCY PLAN](#).

### **2120 Guidance for Setting Response Objectives**

Refer to Section 2006 of the [REGIONAL CONTINGENCY PLAN](#).

### **2130 General Response Priorities**

Refer to Sections 1002.02.8 and 2006.03 of the [REGIONAL CONTINGENCY PLAN](#).

## **2200 Safety**

Refer to Section 2003.01.3 of the [REGIONAL CONTINGENCY PLAN](#).

### **2210 Site Characterization**

Refer to Section 4014 of the [REGIONAL CONTINGENCY PLAN](#).

### **2220 Site Safety Plan Development**

Refer to Section 2003.01.3(a) of the [REGIONAL CONTINGENCY PLAN](#).

## **2300 Information**

Information Officer (IO)

The Information Officer is responsible for developing and releasing information about the incident to the news media, to incident personnel, and to other agencies and organizations as appropriate. Only one Information Officer will be assigned for each incident, including incidents operating under Unified Command and multi-jurisdictional incidents. The Information Officer may have assistants as necessary, and the assistants may also represent assisting agencies or jurisdictions.

- a. Establish a single information center. (This may be called the Joint Information Center (JIC)).
- b. Contact the jurisdictional agencies to coordinate public information activities.
- c. Establish information collection requirements.
- d. Prepare initial information summary as soon as possible after arrival.
- e. Observe constraints on the release of information imposed by Incident Command.
- f. Obtain approval for release of information from Incident Command.
- g. Prepare and disseminate news releases.

- i. Attend meetings to update information releases.
- j. Arrange for meetings between media and incident personnel.
- k. Provide escort service and protective clothing to media personnel/VIPs.
- l. Respond to special requests for information.
- m. Obtain media information that may be useful to incident planning.
- n. Maintain current information summaries and/or displays of the incident and provide information on the status of the incident to incident personnel.
- o. Resolve conflicting information and bring media concerns to the Unified Command.

### **2310 Protocol for Access/Timing of Media Briefings**

Pollution incidents that generate significant media interest require news conferences, at least in the first few days of emergency response. These media gatherings provide an opportunity for the three Incident Commanders (FOSC, SOSC, & RP) to tell the media what has happened and what they're doing about it. It also gives reporters a chance to photograph and ask questions of senior response officials.

If the incident is large enough for the JIC to have a Media Relations Supervisor (MRS), s/he is responsible for scheduling news conferences, managing the "press room" or conference site, advising the media in advance of upcoming news conferences, and ensuring that news releases, updated fact sheets, or press packets, podium & PA system (if needed), and visual aids (large charts, maps, diagrams) are in place before news conferences begin. In absence of a MRS, the lead Information Officer or a PAO s/he designates will be responsible for media relations' activities.

News conferences should, ideally, be held in a dedicated "press room," preferably in the same building as the command post, but completely separated from the Unified Command's room or area where operations and planning staff are working. (The JIC should be between the pressroom and UC's meeting room.) Ideally, it would be near the entrance to the building and have entries from both sides of the room. Such a dedicated room allows the MRS to leave charts, maps, and diagrams posted for reporters and photographers to see, throughout the response phase. These must be updated, as often as new information becomes available, and would typically include enlarged aerial photos, spill trajectories, NOAA-generated displays, wildlife injury/mortality counts, and maps indicating the locations of oil, boom, skimming operations, closed beaches, and environmentally-sensitive areas (Threatened & Endangered Species' habitats).

If a room at the command post is not available, news conferences could also be conducted next to a mobile command post, such as the Pacific Strike Force trailer. The outer walls of the trailer can be posted with the maps, charts, etc. A major drawback to outdoor news conferences is a lack of acoustics. It is more difficult to hear a speaker outside, especially if there is much wind or any ambient sound (such as traffic, surf, clean-up equipment, etc.). Even a slight breeze will cause papers to blow away, and wind can make a distracting noise when it blows across a microphone. News conferences held at a spill site must be carefully controlled, to mitigate safety hazards and prevent any interference with clean-up operations.

Both print and TV photographers will want access to the spill site. California Penal Code Title 11, Section 409.5(d) exempts "duly authorized representatives of any news service, newspaper, or radio or television station or network from entering the areas closed" to the public by law enforcement, because of any calamity or disaster. Reporters may not

interfere, but they may observe and photograph an incident site. The UC may require media to check-in and -out, and provide proof that they represent legitimate media outlets. A business card that matches some photo I.D., or letter of introduction on company letterhead will suffice, for those who lack official CHP press credentials. They are responsible for their own safety. (Exceptions to the media exemption from PC 409.5 are crime scenes and air crashes, where an investigation is necessary.)

Direct access to private property such as facilities, vessels, or barges will remain under the control of the owner. If possible, a Coast Guard vessel should be made available for media tours of the affected area from the waterside. When media interest exceeds the capacity of the vessel, it will be necessary to form a press pool. The selection of participants is best left to members of the media, but generally includes equal representation from print, TV, Radio, and "wire" service (AP, UPI, et al.). News organizations may also obtain their own vessel, plane, or helicopter for surveillance. Unless granted specific access by appropriate authority (FOSC), they will continue to be governed by any security or safety zones around the site.

The lead Information Officer is responsible for briefing the three Incident Commanders (ICS) in advance, advising them of the subjects in which media seem most interested that day, and facilitating the news conference. (S/he may delegate the latter task.) One successful format has been this:

1. Lead IO welcomes media, introduces self and ICs (who should be seated at a front table, if possible), and then describes the format.
2. S/he explains that each IC will make a statement regarding his/her organization's area of responsibility, then answer questions from reporters.
3. After all three ICs have made their statements, the IO will request that reporters who have questions raise their hands, and when s/he recognizes them, identify themselves and their organization, before asking their questions. S/he will have assigned a member of the Media staff to record the names and organizations of each reporter, for the record.
4. If a time limit has been established prior to the news conference, the IO should say so, while describing the format. When the allotted time has nearly passed, the IO should tell the reporters (i.e.: "We only have a few minutes before the Incident Commanders need to get back to the spill response..."). At the end of the available time, the IO wraps it up, thanks the reporters for coming, and points out Media Staff who can answer additional questions. A uniformed USCG or OSPR law enforcement officer will escort the ICs from the pressroom or site.

The lead IO or his/her designee should request security at news conferences, escalating the degree if there is any indication of possible demonstrations or "gate-crashing" by people outside the legitimate media.

### **2320 Joint Information Center (JIC)**

During a major oil spill where media activity is expected to last several days, the lead Information Officer (IO) should establish a Joint Information Center (JIC) to coordinate the Public Affairs activities of participating agencies and parties. The role of the JIC is to:

- a. Provide multiple phone lines for incoming calls, staffed by knowledgeable individuals;
- b. Ensure State and Federal government Public Affairs Officers (PAOs) are available to the media;

- c. Develop and produce joint news releases under the Unified Command, which must be approved by the State, Federal, and RP's Incident Commanders, and provide copies to the Unified Command and each Section of the ICS; and
- d. Schedule, organize, and facilitate news conferences.

It is recommended that the JIC be in the same building as the Command Center, but in a room separate from other sections. PAOs need to be close to the UC and other sections for effective communication flow, but not so close as to disturb response operations.

Equipment needs for the JIC vary, dependent on the size and impact of the incident, and media and public interest levels.

If possible, a separate "Press Room" should be established for reporters' use, at spills that attract a great deal of media interest. This room may be used by reporters covering the story, and would ideally be equipped with several phone lines and electrical outlets, and a couple of desks or tables and chairs. There should be a way to display maps, status boards, and other visual aids that could be used on-camera, and a table near the door for the latest news releases, fact sheets, and advisories. If there is room for seating and a podium with PA system, the pressroom is a good site for all formal news conferences. This allows TV news crews to set-up cameras in advance, and reporters to do stand-ups and call-ins from an easy, central location. See Section 9750, Public Affairs Procedures, for suggested equipment needs.

### **2330 Media Contacts**

#### **2330.1 Coast Guard Public Affairs**

- a. Sector LA-LB Public Affairs: 310-521-3060
- b. CG District 11 at 510-437-3319/3325

#### **2330.2 State Public Affairs**

Office of Oil Spill Prevention and Response, Public Affairs

Office:	916-327-9516
Pager:	916-326-0261
Office of Emergency Services	1-800-852-7550

#### **2330.3 Wire Service**

San Francisco:

Bay City News:	415-552-8900
	415-552-8912 fax
Associated Press:	415-621-7432
	415-552-9430 fax
United Press Int'l:	415-777-8200
	415-552-8232fax

Los Angeles:

Associated Press:	213-626-1200
	213-346-0200 fax
United Press Int'l:	213-580-9898
	213-580-9880

#### **2330.4 Media (Television, Radio, Newspaper)**

##### **2330.41.1 Northern Sector**

###### Newspapers

Filmore Herald	(805) 524-0153
Lompoc Record	(805) 736-2313
Ojai Valley News	(805) 646-1476
Santa Barbara Independent	(805) 965-5205
Santa Barbara News-Press	(805) 564-5274
Santa Paula Times	(805) 525-1890
Santa Ynez Valley News	(805) 688-5522
Ventura County Star-Free	(805) 650-2900

###### Press

###### Television

KADY TV (63)	(805) 983-0044
KCOY TV (12)	(805) 563-0094/0012
KCOM TV (17)	(805) 963-3893
KEYT TV (3)	(805) 882-3933
KSBY TV (6)	(805) 544-2224 or (805) 963-7883

###### Radio

KCAQ (FM 104.7)	(805) 289-1400
KESP (FM 94.5/AM 1490)	(805) 965-1490
KHAY (FM 100.7)	(805) 642-8595
KIST (AM 1340)	(805) 967-4511
KLIT (FM 101.7)	(805) 683-1017
KMGQ (FM 106.3)	(805) 962-7800
KRUZ (FM 103.3)	(805) 963-1831
KSYV (FM 96.7)	(805) 688-5798
KTMS (AM 1250)	(805) 966-1755
KTYD (FM 99.9)	(805) 967-4511

## **2330.41.2 Southern Sector**

### Newspapers

#### Los Angeles County

Associated Press (213) 626-1200

City News/Parker Center (213) 485-3535

Note: This Number can be used to speak with UPI,

LA Times, and City News simultaneously

(213) 617-1884 (FAX)

The Daily Breeze (Torrance) (310) 540-1035

(310) 540-6272 (FAX)

Press Telegram (562) 435-1161

Long Beach (562) 437-7892 (FAX)

San Pedro News Pilot (310) 832-0221

(310) 833-1540 (FAX)

L.A. Times (213) 237-5000

(213) 237-4712 (FAX)

#### Orange County

Daily Pilot (714) 642-4321

Los Angeles Times (714) 966-7700

Orange County Bureau (714) 966-7711 (FAX)

Orange County Register (714) 634-1567

(714) 704-3717 (FAX)

San Diego Tribune (619) 299-3131

Main Desk (619) 293-1896 (FAX)

#### Television

#### Los Angeles County

KABC TV (7) (310) 557-7777

KCAL TV (9) (213) 467-9999

KCBS TV (2) (213) 460-3437

KCOP TV (13) (213) 851-1000

KCET TV (28) (213) 666-6500

#### Los Angeles

KNBC TV (4) (818) 840-4444

(Ask for Media Relations)

KLCS TV (58)	(213) 625-6958
KMEX TV (34)	(310) 216-3434
Los Angeles Primary	
KNXT TV (2)	(213) 460-3043
Los Angeles	
KTLA TV (5)	(213) 460-5500
KTTV TV (11)	(213) 856-1236
(24-hour switchboard)	(213) 856-1000
KWHY TV (22)	(213) 466-5441
Los Angeles	
Orange County	
KDOC TV (56)	(714) 999-5000
Anaheim	
KOCE TV (50)	(714) 895-5623
Huntington Beach	
OCN	(714) 565-3850
Radio	
Los Angeles County	
KABC (AM 790)	(310) 840-4900
KACD/KBCD (FM 103.1)	(310) 458-1031
Santa Monica	
KACE	(213) 427-1039
Los Angeles	
KALI (AM 1430)	(626) 844-8882
San Gabriel	
KBIG (FM 104.3)	(818) 546-1043
Los Angeles	
KCRW (FM 89.9)	(310) 450-5183
Santa Monica	
KFI/KOST (AM 640)	(213) 385-0101
KFOX (FM 93.5)	(310) 374-9796
Redondo Beach	
KFRN (AM 1280)	(562) 435-0103/0104
Long Beach	
KFSG (FM 96.3)	(213) 483-5374



Los Angeles	
KFWB (AM 980)	(213) 871-4633
KGER (AM 1390)	(562) 988-1390
Long Beach	
KGFJ (AM 1230)	(310) 289-7799
Los Angeles	
KIIS (AM 1150/FM 102.7)	(213) 520-1027
Los Angeles	
KIBB/KYSR (STAR MD 100)	(818) 955-7000
Los Angeles	
KKBT (FM 92.3)	(213) 634-1800
Los Angeles	
KKGO (FM 105.1)/KGIL (AM 1260)	(310) 478-5540
Los Angeles	
KLAC (AM 570)	(818) 548-5700
Los Angeles	
KLAX (FM 97.9)/KXED (AM 1540)	(213) 520-0979
Los Angeles	
KLOS (FM 95.5)	(310) 840-4857
KNX (CBS) (AM 1070, FM 93.1)	(213) 460-3000/3343
KOST (FM 103.5)	(213) 427-1035
KRLA (AM 1110)/KLSX (FM 97.1)	(213) 383-4222
Pasadena	
KRTH (FM 101.1)	(213) 937-5230
Los Angeles	
KTWV (FM 94.7)	(213) 466-9283
Los Angeles	
KTYM (AM 1460)	(213) 678-3731
Inglewood	
KUSC (FM 91.5)	(213) 743-5872
Los Angeles	
KZLA (93.9)/KLAC (AM 570)	(213) 882-8000
Los Angeles	
Orange County	
KBRT (AM 740)	(714) 754-4450

Costa Mesa	
KEZY (FM 95.9)	(714) 774-9600
Anaheim	
KIKF (FM 94.3)	(714) 634-9494
Garden Grove	
KSBR (FM 88.5)	(714) 582-5727
Mission Viejo	
KWIZ (AM 1480)	(714) 554-5000
Santa Ana	
KWVE (FM 107.9)	(714) 492-9800
San Clemente	

**2400 Liaison**

Refer to Section 2003.01.2 of the [REGIONAL CONTINGENCY PLAN](#).

**2410 Investigators**

Refer to Section 2008 of the [REGIONAL CONTINGENCY PLAN](#).

**2420 Federal/State/Local Trustees**

Refer to Section 2007 of the [REGIONAL CONTINGENCY PLAN](#).

Refer to Section 2007 of the [REGIONAL CONTINGENCY PLAN](#).

**2440 Stakeholders**

Refer to Section 2007 of the [REGIONAL CONTINGENCY PLAN](#).

**2440.1 Environmental**

Refer to Section 2007 of the [REGIONAL CONTINGENCY PLAN](#).

**2440.2 Economic**

Refer to Section 200Refer to Section 200this pageinteiona [REGIONAL CONTINGENCY PLAN](#).

**2440.3 Political**

Refer to Section 2007 of the [REGIONAL CONTINGENCY PLAN](#).

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